

# FROM THE I. B. S. NEWSLETTER #50/51-1

IBS has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc.  
205-217 East 42nd St.  
New York 17, N.Y.  
Phone: MUrray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1946 represented publishers as Mr. Clark Sr. was a former newspaper editor and publicist.

The founder's son, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eyman, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in IBS. During Christmas recess Eyman and Don Sohn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eyman and George Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IBS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

206 Sanders Ave.  
Schenectady 2, N.Y.

*David W. Borat*  
David W. Borat  
Operations Manager

Jan. 27, 1951

## CONFIDENTIAL-FOR STATION EXECUTIVES



IBS has a national advertising representative. For the first time since 1947 the stations in the system have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents the

Thomas F. Clark Co., Inc.  
208-217 East 42nd St.  
New York 17, N.Y.  
Phone: Murray Hill 4-4317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1942 by Thomas F. Clark, Sr. and until 1948 represented publishers as Mr. Clark Sr. was a former newspaper editor and publisher.

The founder's son, who is now president of the company, has had experience in radio since the early days of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1940, anxious to build up the radio end of the business, which today includes representing approximately 50 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Egan, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in the. During Christmas season Egan and Don Horn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Egan and George Andrews, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on station IBS at once and it is necessary that we set out IBS hours in order at once, also. It will not deal with each station individually, but will deal through the Operations Department, who in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your line so that we can move quickly when a good opportunity presents itself. To place the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so take them all on right away and I'll try to answer them.

David M. Butler  
Operations Manager



# FROM THE I. B. S.

NEWSLETTER #50/51-1

IBS has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc.  
205-217 East 42nd St.  
New York 17, N.Y.  
Phone: MURray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1948 represented publishers as Mr. Clark Sr. was a former newspaper editor and publicist.

The founder's son, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1960, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eyman, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in IBS. During Christmas recess Eyman and Don Sohn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eyman and George Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IBS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

205 Sandary Ave.  
Schenectady 2, N.Y.

*David W. Borst*  
David W. Borst  
Operations Manager

Jan. 27, 1961

## CONFIDENTIAL-FOR STATION EXECUTIVES



IBS has a national advertising representative for the first time since 1947. The stations in the system have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc.  
808-817 East 42nd St.  
New York 17, N.Y.  
Phone: Murray Hill 4-8317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1948 represented publishers as Mr. Clark Sr. was a former newspaper editor and publisher.

The founder's son, who is now president of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He retained his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 30 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Egan, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in IBS. During Christmas recess Egan and Don Sohn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Egan and George Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IBS at once, and it is necessary that we set our IBS house in order at once, also. We will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 237A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so list them at me right away and I'll try to answer them.

David W. Bort  
Operations Manager  
Jan. 27, 1951

CONFIDENTIAL - FOR STATION EXECUTIVES